

BSA Regional Postgraduate Event:

Examining Normativity in Consumer Culture and Labour Markets

Friday 27th May 2016, 9am-5pm

University of St Andrews, School of Management, The Gateway, LR2

Keynote speakers:

Professor Debra Gimlin (University of Aberdeen)

Professor Dennis Nickson (University of Strathclyde)

Call for Papers

Analyses of consumer culture and labour markets have illuminated the nuanced ways in which implicit norms are embedded in everyday social interactions. We want to encourage doctoral researchers to engage in academic debate on matters related to norms, rules, power relations and 'othering' processes in consumption contexts, in the operation of labour markets or at the intersection between the two. We invite doctoral researchers to present their work at this one-day postgraduate conference. In this collaborative event between the University of Dundee and the University of St Andrews, we ask questions about the ways that normativity manifests itself in these contexts and interrogate how we can understand the ways in which norms operate. How are norms created, shaped and reproduced by dominant structures, ideologies and/or power relations? How are lived experiences influenced by people's race, gender, cultural background or physical appearance? To what extent and when do these characteristics intersect? These are some of the questions that this inter-university event seeks to address. Potential themes to present on include (but are not limited to):

- Work and employment
- Equality and diversity
- Professions, occupations, skills
- Identity and intersectionality
- Mass-media and representation
- Body work, embodiment, emotions and aesthetics
- Myths, archetypes and expectations of workplace and consumer roles
- Organisational rhetoric
- Sustainability

We invite doctoral researchers of any stage to submit a 250 word abstract to present a poster (A1 size) or to give a conference-style presentation (20 minutes followed by a 5 minute Q&A). Presenting at the conference is not compulsory, but we encourage participants to use the opportunity to present their work-in-progress in a supportive and interdisciplinary environment and to expand their professional network. If you are interested in presenting, please submit your abstracts to Francesca Sobande (f.z.sobande@dundee.ac.uk).

Abstract submission deadline: Friday 15th April 2016

Delegate rates: BSA Member Registration £10, Non-Member Registration £25.

Lunch and refreshments will be provided. Please specify dietary requirements or accessibility needs at the time of booking. Available places at this event are limited to 35 people.

Registration: Please register [HERE](#).

For conference and academic enquiries, please contact: Toma Pustelnikovaite (tp27@st-andrews.ac.uk)



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